

Sign and Photograph Requirements

For All New Motor Vehicle Dealers and Used Motor Vehicle Dealers

Rule 810-8-5-.01, Sign Requirements

An appropriate sign of sufficient size should be legible from the street fronting the display area, or from a distance of fifty yards, whichever is greater, so as to apprise a reasonable consumer that a retail motor vehicle sales business is being conducted at said location. This sign may be free standing or attached to the face of a building, and shall be erected at the location stated on the regulatory license application. The sign shall use the name under which the applicant is licensed, and should this name not clearly identify the applicant as a seller of new and/or used motor vehicles, then a supplemental sign shall be attached, and state, in letters not less than six inches high, “used motor vehicle dealer” and/or “new motor vehicle dealer” as appropriate.

Signs Not Acceptable

- Signs that do not clearly inform the consumer that Motor Vehicles are sold by the business.
- Signs that do not name the applicant exactly as applied for on the license application.
- Signs that are not clearly legible at 50 yards.
- Signs that are considered temporary or constructed of materials of very limited life such as paper and cardboard; banners of vinyl, canvas or other fiber; lettering which weathers poorly, fades, runs, or dislodges; and/or erected in such a manner that it is questionable as a permanent sign.
- Signs that are or become obscured from normal traffic vision by operation of doors, windows, etc.; vegetation; or other reasons.
- Indoor signs.
- Signs that are legible only when illuminated by artificial means.

Rule 810-8-5-.02, Camera Photograph Requirements

An applicant for a new and/or used motor vehicle dealer regulatory license shall submit with the required application a camera photograph. This photograph shall be an image of the principal sign displayed and situated on the dealer’s permanent location or locations apprising the public that a retail motor sales business is being conducted at said location. In addition, the photograph shall contain any supplemental sign required to be attached to the principal sign. Any new and/or used motor vehicle dealer having more than one location shall submit a photograph for each location. The photograph shall be of such visual quality and size that a reasonable viewer of the photograph could discern all lettering appearing on the sign or signs. Failure to submit necessary photograph or photographs with said application will result in rejection of the application.

Photographs Not Acceptable

- Photographs in which all lettering on the sign cannot be read.
- Photographs which do not show both the sign and location.
- Photographs that were not recently taken.
- Photographs which have been retouched or edited.
- Digital photographs not printed on photographic paper.

IMPORTANT

Photograph(s) of sign must include location. More than one photo may be used.